



State of New Jersey

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NEW JERSEY STATE BOARD  
OF MEDICAL EXAMINERS

IRWIN I. KIMMELMAN

ATTORNEY GENERAL

DEPARTMENT OF LAW AND PUBLIC SAFETY

DIVISION OF CONSUMER AFFAIRS

BOARD OF MEDICAL EXAMINERS

28 WEST STATE STREET

TRENTON, N.J. 08608

(609) 292-4843

January 12, 1983

Carmel-Ann Mania, D.C.  
Garfield Family Chiropractic Center  
499 Midland Avenue  
Garfield, N.J. 07026

CONSENT ORDER

Dear Dr. Mania:

You voluntarily appeared before the chiropractic Executive Committee meeting of this Board on May 6, 1982 to discuss an advertisement placed by you in area newspapers. The Board has reviewed the record made before the committee as well as the advertisement in question.

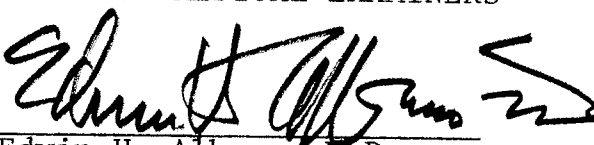
From this record, it appears that an advertisement prepared by an ad agency though authorized by you for circulation was published in newspapers serving your geographic area of practice. The ad mentions five "danger signals of pinched nerves" and offers to conduct a "spinal screening test" for \$5.00. The examination is stated to include "a minimum of 10 standard tests".

The ad in question may be misleading in two important respects. In listing five categories of symptoms and stating flatly that they are signs of pinched nerves, the ad suggests that pinched nerves are the cause of the conditions listed. This is clearly inaccurate since a variety of conditions may cause any or all of the symptoms listed in your advertisement. Accordingly, it has been Board policy to require ads such as yours that list specific symptoms to also include a caveat disclaiming a monocausal basis for disease. In the future, should you wish to publish an ad similar to the one involved herein, you should include a statement such as, "These symptoms may be caused by conditions which are not treatable by chiropractic methods" or other similar text as part of the ad. Similarly, your offer to conduct "a minimum of 10 standard screening tests" as part of the initial examination may be misleading since there are no set number of tests that are called for as part of a chiropractic initial examination. For both of these reasons the Board considers the advertisement in question to be in violation of N.J.A.C.13:35-6.13 (b) as misleading for its failure to provide appropriate clarification.

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For the resolution of this matter at this stage you shall  
cease, desist and refrain from any further violations of  
N.J.A.C. 13:35-6.13.

STATE BOARD OF MEDICAL EXAMINERS

By   
Edwin H. Albano, M.D.

I hereby consent to form  
and entry hereof and request a photocopy of this form with  
signature of Edwin H. Albano, M.D.

  
Carmel-Ann Mania, D.C.